



# A/E/C EMERGING LEADERS WORKSHOP<sup>®</sup>

**January 30-31, 2018**

Holiday Inn Saskatoon Downtown  
**SASKATOON, SK**

## **5 REASONS THIS PROGRAM IS DIFFERENT (AND BETTER) THAN ALL THE OTHERS**

- 1** Participants learn collaboratively from each other using case studies of firms just like yours.
- 2** You truly work in a TEAM with other professionals dealing with real-life issues.
- 3** We provide online access to templates and forms to help you implement what you've learned when you return to the office.
- 4** Our facilitators have 40+ years of experience leading successful A/E/C organizations.
- 5** No ivory tower theory, just practical techniques that really work.

**PSMJ** | Resources, Inc. <sup>®</sup>

Brought to you in conjunction with:



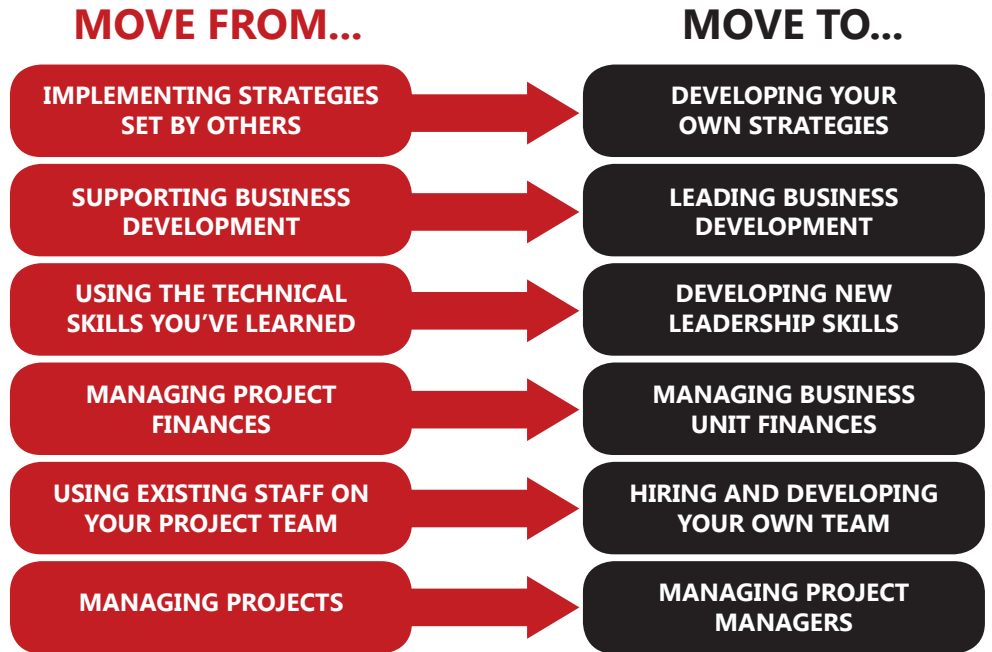
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[www.acec-sk.ca](http://www.acec-sk.ca)

# WHAT DOES IT TAKE TO BE A GREAT A/E/C FIRM LEADER?

Most firms select future leaders from amongst their successful project managers, but being a successful project manager doesn't necessarily mean you'll be a successful leader.

*In order to become a successful firm leader, project managers must...*



## HOW WE RUN THIS WORKSHOP

This is NOT a workshop where attendees sit and listen about what it takes to become a leader. We organize the group into teams that really work. If your firm sends at least three individuals to the workshop, we can set you up as your own team to work on situations that actually arise in your firm. Otherwise, we team you up with other current or aspiring leaders in A/E/C firms.

Your team remains together for the entire two-day workshop, working on multiple exercises and case studies from real-life A/E/C situations. For each exercise and case study, we provide you with templates, forms, and other A/E/C-proven tools to help you solve real-world situations.

Following the exercises, we engage the participants in a group discussion of the results so everyone can share their experiences—both good and bad. Each participant comes away not just knowing what it takes to be a great A/E/C leader, but actually having dealt with the kinds of real-life situations faced by A/E/C leaders every day.

## WHAT YOU SHOULD REALLY EXPECT FROM THIS WORKSHOP

Too many A/E/C firms are struggling to keep up with the growth in today's economy because they haven't given enough attention to grooming and developing their future leaders. These firms are at a critical crossroad. If they don't develop the next generation of leaders, the retirement of their current principals will lead to losses in long-established client relationships, disenchantment among the staff, and an inability to transition stock ownership to the next generation at a fair value. Don't let this happen to your firm!

**PSMJ's A/E/C Emerging Leaders Workshop** was first launched in 2014 with great success. In fact, the evaluations were among the best PSMJ has ever had for a brand new workshop. For this year, we've made it even better. We listened carefully to what you wanted more of, and added some really great hands-on exercises to help participants gain the expertise it takes to be a successful A/E/C firm leader.

### YOUR WORKSHOP WILL BE LED BY:

#### Bill Hinsley



*Bill brings more than 16 years of A/E/C industry experience to PSMJ and has served as a Senior Management Analyst for two governors' commissions and as Associate Vice President for two international A/E consulting organizations. Bill's tenure spans the range of successfully opening a growing office at the age of 29, as an Emerging Leader himself, to that of leading and growing leaders as the Client Development director for an international consultancy.*

*In addition to being a trainer with PSMJ Resources, Inc., he has served as a senior leader in two international A/E companies providing consultancy, design, engineering and management services in the fields of Infrastructure, Water, Environment, and Buildings.*

***"Very good, generated lots of ideas to put in place for company development."***

**James Guyton, Vice President / Design Resource Group**

# SEMINAR AGENDA

Every PSMJ seminar is tailored to participants' specific needs. In each session, our instructors work with you to address crucial issues facing each and every attendee.

## 1. BECOMING A STRATEGIC LEADER IN YOUR FIRM

- Why does your firm exist?
- Why do your employees go to work in the morning?
- What are your firm's core values?
- Is your firm practice-centered or business-centered?
- Are your firm's principals culturally aligned?
- What's your definition of "growth"? How much do you want to grow?
- The difference between a long-term strategic plan and an annual business plan

## 2. BECOMING A BUSINESS DEVELOPMENT LEADER IN YOUR FIRM

- How to become a great networker
- Getting the critical information you need about potential projects
- Making smart go/no go decisions
- Developing a winning strategy for the proposals you decide to pursue
- Negotiating win-win contracts with your clients
- Why cross-selling is so hard – and how to do it successfully
- "Zippering" relationships between your firm and your client's

## 3. DEVELOPING YOUR PMs INTO STRONG PROJECT MANAGERS

- Why developing project managers into strong PMs should be your highest priority
- Fostering independence instead of dependence on principals
- Designating "Assistant PMs" as a way to move from managing projects to managing project managers

## 4. BUILDING A HIGH PERFORMANCE TEAM

- Leadership vs. Management – what's the difference?
- How strong are your leadership and management skills?
- Do you have an Achilles Heel?
- How much time should you spend on projects, business development and other overhead activities? (includes benchmarking with other similar size firms)
- Moving from "the golden rule" (treat others as YOU would like to be treated) to the "platinum rule" (treat others as THEY would like to be treated)
- Understanding and dealing with different personality types
- How Maslow's and Herzberg's studies affect how you lead your team
- How to become a "Level 5 Leader"
- What is "employee engagement" and how can you engage your team?
- Moving your team culture of entitlement to a culture of "intrapreneur"
- Using the PSMJ Rainbow Model to develop a high performance team

## 5. DEVELOPING THE NEXT GENERATION OF LEADERS IN YOUR FIRM

- Why the coming retirement wave will wreak havoc among many small and midsize A/E/C firms
- 7-step process to develop the next generation of leaders
- Who are your firm's next generation of leaders? What education, training and experience do they need to become great leaders?

## 6. IMPLEMENTING THIS PROGRAM

- Successfully dealing with stress that leaders face every day
- Your personal action plan
- How to implement strategic change in your firm

## WHO SHOULD ATTEND?

- Principals who want to strengthen their leadership skills.
- Emerging Principals who are "learning the ropes".
- Project Managers or other technical professionals on a track towards a leadership role.
- Senior Principals looking for tips for developing future leaders.
- Anyone involved in or aspiring to a firm leadership role.

*"Extremely relevant material delivered in a highly effective and engaging style."*

Peter Joyce, President / Bunt & Associates

*"Very informative. Interactive parts were fun and valuable. If it wasn't fun, we wouldn't learn anything."*

Nancy Nozik, Architect / Branostetter Carroll

*"Comprehensive material for anyone in position to be a future leader."*

Mike Gath, Senior Project Manager / EEA Consulting Engineers

### **The Hours for the Class are:**

Day One: 8:30 am to 5:00 pm

Day Two: 8:00 am to 3:30 pm

### **Continuing Education**

This seminar includes 12 hours of content that may be applicable to continuing professional development requirements for professional registration in some jurisdictions. Confirmation of participation will be available from ACEC-SK upon request.

# A/E/C EMERGING LEADERS WORKSHOP

January 30-31, 2018 • Saskatoon, SK *(photocopy form for additional registrations)*

## Conference Site and Accommodations

### Holiday Inn Saskatoon Downtown

101 Pacific Ave • Saskatoon, SK, S7K 3X6 • <https://www.ihg.com/holidayinn/hotels/us/en/saskatoon/yxeid/hoteldetail>

**Reservations:** For guestroom reservations, please call the hotel's central reservations line at 1.306.986.5000 to book a room. The ACEC-SK-PSMJ guestroom rate is: \$159 (King) + \$7.50 parking.

Please quote "ACEC-SK-PSMJ" to book your room or use block code: **ACE**

Hotel reservation cut-off date: **DECEMBER 29, 2017**

Name \_\_\_\_\_

Title \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_

Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

I consent to receiving future electronic communications from ACEC-SK:

**YES**  **NO** (Check One) *(You may opt out at any time)*

My employer is a member of ACEC-SK

### EARLY-BIRD REGISTRATION DEADLINE: DECEMBER 29, 2017

\$1,725.00 (+ GST) per person for ACEC-SK members

\$1,875.00 (+ GST) per person for non-members

### REGISTRATION DEADLINE: JANUARY 12, 2018

\$1,845.00 (+ GST) per person for ACEC-SK members

\$1,995.00 (+ GST) per person for non-members

Cheque enclosed for \$\_\_\_\_\_ payable to **ACEC-SK**

**Please advise of any special dietary requirements:**

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**Cancellations made after January 12, 2018 and/or no shows are not eligible for refunds. In the event a registrant cannot attend the seminar, a replacement will be accepted prior to January 23, 2018. Last minute registrations (after January 12, 2018) will be charged an additional \$100 administration fee.**

### REGISTRATION INCLUDES:

- Attendance
- Complete instructions
- Workbook
- Reference materials
- Continental breakfast
- Lunch and breaks

### 5 WAYS TO REGISTER:

MAIL: ACEC-SK  
Suite 12, 2010 7th Avenue  
Regina, SK S4R 1C2

WEB: [www.acec-sk.ca](http://www.acec-sk.ca)

EMAIL: [events@acec-sk.ca](mailto:events@acec-sk.ca)

PHONE: 306.986.5000

FAX: 306.522.5325